

## **CLÚSTER VIRTUAL: NUEVA ALTERNATIVA A LA COMPETITIVIDAD EFICAZ EN LAS EMPRESAS**

### **VIRTUAL CLUSTER: NEW ALTERNATIVE TO EFFECTIVE COMPETITIVENESS IN ENTERPRISES**

### **CLUSTER VIRTUAL: NOVA ALTERNATIVA À COMPETITIVIDADE EFICAZ NAS EMPRESAS**

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### **RESUMEN**

El artículo estudia y analiza la gestión del *networking* empresarial y la creación de clústeres virtuales de empresas. El propósito principal de la investigación, es indagar acerca de la posibilidad de crear una plataforma de clúster virtual innovador; que pueda ser visto como una innovación práctica que fomente el crecimiento económico, a partir de lo local, mejorando la competitividad empresarial.

Durante la investigación, se profundizó en los conceptos de la generación de *networking*, el cual es una plataforma para mejorar el trabajo colaborativo entre organizaciones y permite consolidar la conformación de clústeres empresariales. Igualmente, se identificaron los beneficios e inconvenientes de crear un clúster virtual. El escenario de clúster virtual permite alcanzar una mayor eficiencia en el logro de objetivos individuales y colectivos; su mayor impacto se observa en la reducción de los costos de transacción internacional y en la ampliación de las cuotas de mercados, motivando una colaboración efectiva de los recursos por parte de cada miembro del clúster. La sinergia del *networking* y el clúster virtual, favorece la creación de nuevos modelos de negocio innovadores, fortalece las posibilidades de adquirir nuevas tecnologías y genera nuevos conocimientos técnicos, con lo cual se abren nuevas oportunidades de crecimiento a través de clústeres virtuales y empresas innovadoras.

**Palabras claves:** Clúster virtual, *networking*, cooperación, China, tecnología.

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## **ABSTRACT**

The articles studies and analyzes the management of business networking and the creation of company's virtual clusters. The main purpose of the research is to study the possibility to build an innovative virtual cluster platform; that can be seeing as a practical innovation that fosters economic grow, from the local, improving competitive businesses.

During the research, delved into the networking generation concepts, which is a platform used to improve collaborative work among organizations and allow to consolidate business cluster. In addition, the benefits and disadvantages of building virtual cluster were identified. A virtual cluster scenario enables to achieve greater efficiency in the achievement of individual and collective goals; its major impact its observed in the reduction of international transaction costs and the expansion of markets quotas, encouraging effective collaboration of resources by each member of the cluster. The synergy of networking

and the virtual cluster, it make a benefit to build an innovative business model, strengthens the possibilities of acquiring new technologies and know-how, which open new growth opportunities through virtual cluster and innovative companies.

**Keywords:** Virtual cluster, networking, cooperation, China, technology.  
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## RESUMO

Os artigos estudam e analisam o gerenciamento de redes de negócios e a criação de clusters virtuais da empresa. O principal objetivo da pesquisa é estudar a possibilidade de construir um plataforma de cluster virtual inovador; isso pode ser visto como uma inovação prática que promove o crescimento econômico, do local, melhorando negócios competitivos.

Durante a pesquisa, mergulhou nos conceitos de geração de rede, que é um plataforma usado para melhorar o trabalho colaborativo entre organizações e permitir a consolidação do cluster de negócios. Além disso, os benefícios e desvantagens da construção de cluster virtual foram identificados. Um cenário de cluster virtual permite alcançar maior eficiência no alcance de objetivos individuais e coletivos; seu maior impacto é observado na redução dos custos de transação internacional e na expansão das cotas de mercado, incentivando a colaboração efetiva de recursos por cada membro do cluster. A sinergia da rede e do cluster virtual, faz um benefício para construir um modelo de negócio inovador, fortalece as possibilidades de adquirir novas tecnologias e know-how, que abrem novas oportunidades de crescimento através de cluster virtual e empresas inovadoras.

**Palavras-chave:** Cluster virtual, redes, cooperação, China, tecnologia.  
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